



Joint Legislative Economic  
Development and Global Engagement  
Oversight Committee

January 11, 2018

# Prosperity Zones

# Prosperity Zones

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## Creation

In 2014, the enabling legislation that created the public-private partnership (HB 1031) also created 8 Collaboration for Prosperity Zones. The zones range in size from 10 to 17 counties each. There is one dedicated EDPNC representative in each prosperity zone.

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## Purpose

The main goal of the prosperity zones is to enhance collaboration and cooperation between State agencies, local governmental agencies and other regional entities and to facilitate administrative efficiencies within State government.

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## Colocation

Departments of Commerce, Environmental Quality and Transportation were tasked with establishing and staffing a colocation in each prosperity zone.



# Who's Involved

Launching and supporting the prosperity zones has been a shared responsibility coordinated between agencies to ensure collaboration and adoption of the co-location mandate.

- **NC Department of Environmental Quality**
- **NC Department of Transportation**
- **NC Community College Customized Training**
- **NC Department of Commerce**
  - **NC Works Regional Operations**
  - **NC Commerce Community Economic Development Planners**
  - **Economic Development Partnership of North Carolina**

# Regional Teams Acting as Resource Matchmakers

**EDPNC Regional Industry Managers act as a conduit to a wide variety of services and programs for businesses in all 100 counties.**

- Workforce development and training
- Export assistance programs
- Supply chain connections
- Manufacturing and process improvement
- Transportation-related business programs
- Environmental assistance programs
- Access to local, state and federal programs



## What's Worked so Far...

- DOT, DEQ and NC Commerce continue to maintain co-locations in all eight prosperity zones.
- Several cross-training events to introduce new programs and services.
- Regional teams conducting joint client visits, bringing the one-stop shop directly to the client.
- Each agency makes and tracks client referrals to other agencies and organizations



# Success Story

## Environmental Solutions for NC business community

- Event held in Huntersville in November 2017
- Event organized by EDPNC Representative Melanie O'Connell Underwood
- Corporate Host – Burkert Fluid Controls
- More than 20 companies attended
- **NC Division of Environmental Assistance and Customer Service presented on a variety of free services including:**
  - Recycling and waste reduction assistance
  - Environmental technical and permit assistance
  - Onsite energy and water use audit



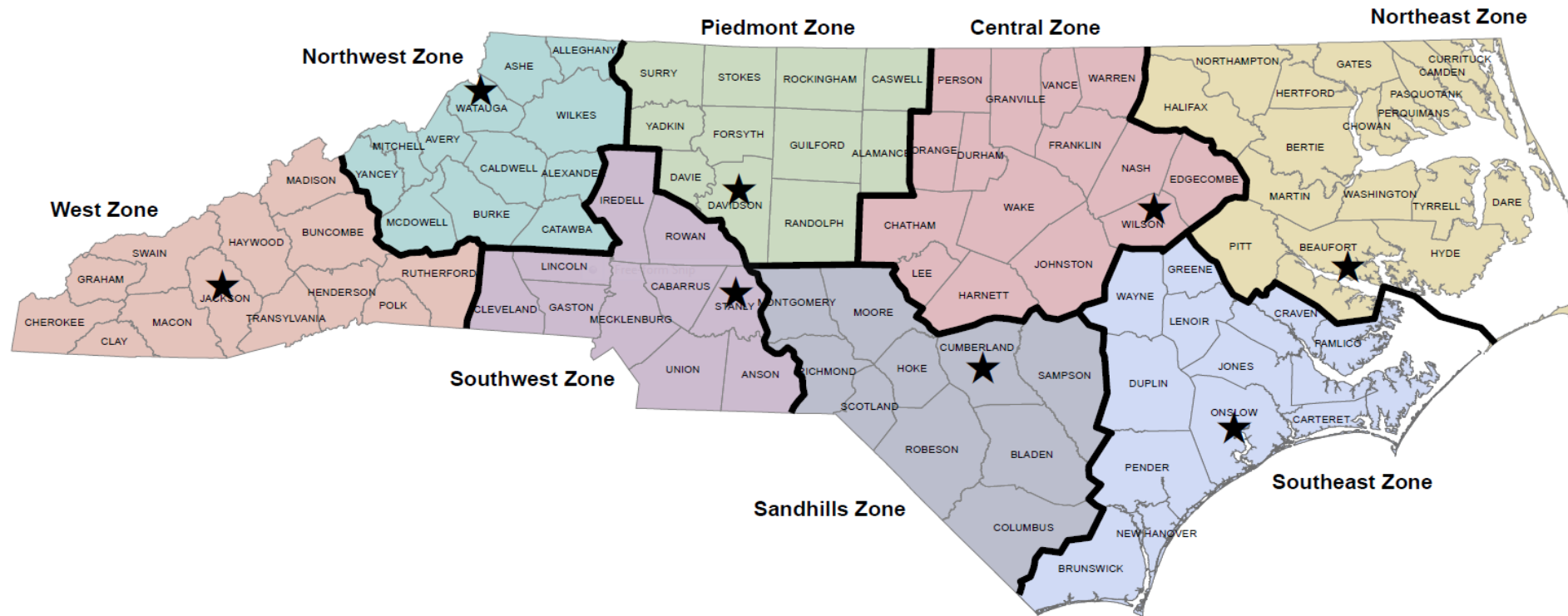
## 2017 Performance Metrics

### EDPNC Regional Industry Team

Key Performance Indicators	2017 Results
# of existing employers supported	1141
% of employers supported in T1/T2 counties	65%
# of expansion projects won	75
# of expansion projects won in T1/T2 counties	61
# of announced new jobs	3514
\$ in announced new capital investment	\$866M

# Rural Planning Services and Assistance

Planners work with local municipalities, counties, and local economic development organizations.





# Rural Planning Services and Assistance Offered

## Strategic Planning

- Assistance in creating local economic development strategies
- Identification of economic development opportunities

## Implementation Services

- Assistance in implementing community economic development strategies
  - Implementation guides
  - Mapping
  - Appropriate topical expert contacts
  - Funding programs

## Technical Assistance

- Site-specific project assistance
  - Land development planning
  - Small area planning
  - Ordinance review/revision
  - Other assistance as needed



# Northwest Region Prosperity Zone Planning Examples

31 communities contacted to offer planning assistance

## Strategic Planning

- Town of Lansing - Create a strategic economic development plan

## Implementation Services

- Town of Sparta – Establish an implementation plan to enhance streetscape improvements

## Technical Assistance

- Town of Catawba - Review zoning/land use ordinances

## Prosperity Zone Collaboration

- Collaborated with Bill Slagle, EDPNC, to evaluate regional needs with four counties and their municipalities



# Piedmont Region Prosperity Zone Planning Examples

**51 communities contacted to offer planning assistance**

## **Strategic Planning**

- **Town of Boonville – Economic Development Strategic Plan**

## **Implementation Services**

- **Growing Economic Impact of Community Festivals Analysis**
  - Partnership with UNCG, Dobson, Boonville, Mount Airy, and Pilot Mountain

## **Technical Assistance**

- **City of Mebane - Downtown Revitalization Grant Implementation Services**

## **Prosperity Zone Collaboration**

- **Planners have monthly meetings with EDPNC Regional Representatives and quarterly meetings with additional prosperity zone partners**



# Model Strategic Planning Process

An asset based approach to Economic Development Planning



# Town of Boonville Strategic Planning Process

Town of Boonville		
Economic Development Strategic Plan (2017-2021) & Year One Implementation Plan (2017-2018)		
<b>Economic Positioning Statement/Vision:</b> Boonville is the Crossroads of the Yadkin Valley and the center of small town living, small business opportunity, vibrant community life, recreation, and tourism located in the heart of wine country.		
<b>Five-Year Economic Development Strategic Plan and Year One Implementation Plan:</b> The Town of Boonville's five-Year <i>Economic Development Strategic Plan</i> is built upon the Community Economic Development Strategies shown below. Its <b>Year One Implementation Plan</b> shown below focuses on goals and objectives, as well as actions/projects and tasks (grouped by strategy) that will make the town more economically vibrant.		
COMMUNITY ECONOMIC DEVELOPMENT STRATEGIES		
Small Business Development and Downtown Revitalization	Community Events and Marketing	Community Appearance and Recreation
<b>GOAL:</b> Create a strong environment (infrastructure, available and ready land, etc.) to encourage small business development and support existing businesses  Objective 1.1 Encourage growth and vitality in existing local/downtown businesses by offering resources, support, and technical assistance	<b>GOAL:</b> Continue to provide community events and information that promote the community and increases spending in local/downtown businesses  Objective 2.1 Expand advertisement of festivals and events and information about Boonville to increase attendance at events	<b>GOAL:</b> Improve community appearance, and provide more open space and recreational opportunities to promote increased activity in local/ downtown business  Objective 3.1 Create a park space to hold events near downtown and continue beautification efforts  Objective 3.2 Focus on improving walkability in town through improved sidewalks, promotion of pedestrian safety, and development of greenways



# Town of Boonville Strategic Planning Process

*“This Plan focuses on Boonville’s assets and incorporates three strategies that will ensure that the Town will be more economically vibrant. **The Town never would have done strategic planning on their own due to inadequate experience and resources.** The Rural Planning Program is an important asset and an invaluable resource to rural municipalities similar to Boonville.”*

*Sarah Harris,  
Boonville Town Administrator*



# Southeast Prosperity Zone

## Measuring Our Results



# 2017 Southeast Prosperity Zone Activity

## EDPNC Regional Industry Team

2017 highlights include:

- 225 industry visits to 163 unique businesses, 80 of the visits took place within Tier 1 & Tier 2 counties.
- 113 of the industry visits were joint meetings with at least one partner in the region.
- After meeting with the businesses, referrals were made to a variety of partners including 90 referrals to NC Works, 20 referrals to the EDPNC International Trade team, 92 referrals to NCCCS, 3 referrals to NCDOT and 5 referrals to the NC DOC Rural Planners.



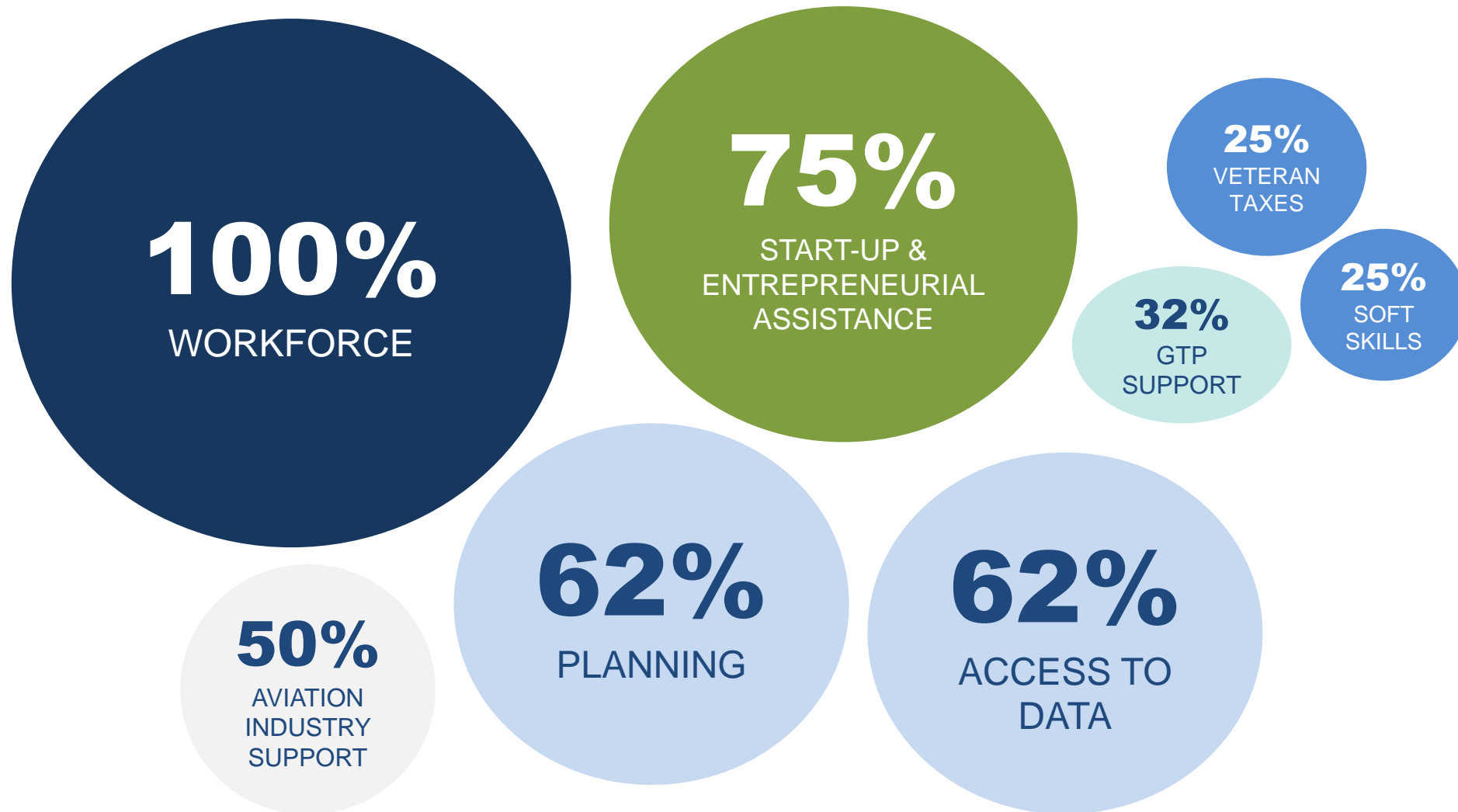
# Collaborating in the Prosperity Zones

## Regional SWOT Analysis exercise

- Regional Strategic Economic Development plan was kicked off in 2017.
- Goal is to identify objectives/initiatives that the economic development community can work on together to help improve availability of jobs and employment
- This is a collaborative effort designed to bring together state and local leaders from economic, workforce and community development to orchestrate joint objectives with joint responsibilities.
- Each Prosperity Zone is currently working on a SWOT analysis which will be used to identify economic development initiatives that could have a positive impact on the region.
- Initial research and data collection has been completed in the Southeast and Southwest Prosperity Zones. Similar efforts are underway in the other Prosperity Zones.

## Collaborating in the Prosperity Zones

### Feedback from the initial research in the Southeast



# Collaborating in the Prosperity Zones

## Looking toward 2018 goals

Location	Date	Priority Topic/Industry	Partner Agencies	Me Ma Fin Joi
Sub Region 1 - East		Workforce - STEM Career Pathways; Continuing Education Planning - economic strategic plan	NC Works, NC East, NCCCS, EDPNC, GTP, Rural Division	
Onslow		Workforce - STEM Career Pathways; Continuing Education; soft skills pilot	NC Works, NCCCS, DPI, NC East, SBC, Dept of Admin HUB	
Jones		Workforce - Aviation/Defense Industry, supply chain; STEM Career Pathways Training - Grow aviation aerospace CC programs, grow hospitality/tourism programs	NC Works, NC East, NCCCS, EDPNC, GTP, Rural Division	
Craven		Workforce - Marine/boat building industry support, supply chain, craft trade career pathways, continuing education	NC Works, NCCCS	
Pamlico		Workforce - Marine/boat building industry support, supply chain, craft trade career pathways, continuing education	NC Works, NCCCS	
Carteret		Workforce - Advanced manufacturing career pathways, continuing education	NC Works, NCCCS, SBTDC, SDB, Dept of Admin HUB	
Sub Region 2 - South		Workforce - Advanced manufacturing career pathways, continuing education	NC Works, NCCCS, SBTDC, SDB, Dept of Admin HUB	
Pender		Workforce - Advanced manufacturing career pathways, continuing education	NC Works, NCCCS, SBTDC, SDB, Dept of Admin HUB	
New Hanover		Workforce - Advanced manufacturing career pathways, continuing education	NC Works, NCCCS, SBTDC, SDB, Dept of Admin HUB	
Brunswick		Workforce - Advanced manufacturing career pathways, continuing education	NC Works, NCCCS, SBTDC, SDB, Dept of Admin HUB	
Sub Region 3 - West		Workforce - food processing and advanced manufacturing career pathways	NC Works, NCCCS, NCSU IES	
Duplin		Workforce - Aviation/Defense Industry, supply chain; STEM Career Pathways; soft skills pilot	NC Works, NC East, NCCCS, DPI, EDPNC, GTP	
Wayne		Training - Grow aviation aerospace CC programs	Rural Division, EDPNC	
Greene		Workforce - Aviation/Defense Industry, supply chain; STEM Career Pathways Training - Grow aviation aerospace CC programs	NC Works, NC East, NCCCS, EDPNC, GTP	
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Location	Priority Topic/Industry	Partner Agencies	Outcomes	Metrics
Sub Region 1 - East				
Onslow	Workforce - STEM Career Pathways; Continuing Education Planning - economic strategic plan	NC Works, NC East, NCCCS, EDPNC, GTP, Rural Division	Meet businesses Make referrals Find leads/expansion projects Joint partner meetings	# of businesses assisted # of referrals made to partner agencies # of expansions planned # of jobs created # of partner meetings
Jones	Workforce - STEM Career Pathways; Continuing Education; soft skills pilot Entrepreneurship - start-up assistance for minorities	NC Works, NCCCS, DPI, NC East, SBC, Dept of Admin HUB		
New Hanover	Workforce - Advanced manufacturing career pathways, continuing education Entrepreneurship - start-up assistance for minorities	NC Works, NCCCS, SBTDC, SDB, Dept of Admin HUB	Meet businesses Make referrals Find leads/expansion projects Joint partner meetings	# of businesses assisted # of referrals made to partner agencies # of expansions planned # of jobs created # of partner meeting
Brunswick	Workforce - Advanced manufacturing career pathways, continuing education Entrepreneurship - start-up assistance for minorities	NC Works, NCCCS, SBTDC, SDB, Dept of Admin HUB		
Duplin	Workforce - food processing and advanced manufacturing career pathways	NC Works, NCCCS, NCSU IES	Meet businesses Make referrals Find leads/expansion projects Joint partner meetings	# of businesses assisted # of referrals made to partner agencies # of expansions planned # of jobs created # of partner meetings
Wayne	Workforce - Aviation/Defense Industry, supply chain; STEM Career Pathways; soft skills pilot Training - Grow aviation aerospace CC programs	NC Works, NC East, NCCCS, DPI, EDPNC, GTP		

# Southeast Region Prosperity Zone Planning Examples

40 communities contacted to offer planning assistance

## Strategic Planning

- Town of Swansboro – Economic Development Strategic Plan

## Implementation Services

- Carteret County – Beaufort Maritime Museum Expansion Planning

## Technical Assistance

- Town of Trenton – Market Analysis
- Town of Maysville – Development Planning

## Prosperity Zone Collaboration

- Regional County Tours
- Team Meetings



## By the Numbers

Key Performance Indicators	2017 Results
# of communities contacted	348
# of communities served	144
# of Prosperity Zone Collaboration Projects	40



# Questions

